Psoriasis affects 125 million individuals across the globe. It has been known as a distinct disease for more than 200 years. It causes widespread suffering and puts an enormous psychosocial burden on those affected. It also contributes to many co-morbidities such as psoriasis arthritis, depression, heart attacks and strokes. Psoriasis-associated economic costs to individuals and societies run into billions of dollars.

Later this month, the World Health Assembly will discuss a resolution on psoriasis, which is a major milestone for psoriasis campaigners.

To help inform the discussions, the International Federation of Pharmaceutical Manufacturers and Associations (IFPMA) invite you to a Geneva Pharma Forum on psoriasis where a panel of experts will address critical issues such as awareness of psoriasis, research and access to care.

RSVP: +41 22 338 32 00
info@ifpma.org

Bringing Psoriasis into the Light

10:00 - 12:00 Friday 9 May 2014
The Restaurant ‘Le Vieux Bois’ - Avenue de la Paix 12, 1202 Geneva

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Program

09.30 – 10.00  
Registration and refreshments

10.00 – 10.15  
Introduction and Welcome by Moderator & IFPMA
Pete Forster, Broadcast Journalist
Mario Ottiglio, Director of Public Affairs and Global Health Policy, IFPMA

10.15 – 11.30  
Panel session
Kim D Kjøller, Senior Vice President of Global Development
LEO Pharma
Steve O’Dell, CEO, International Psoriasis Council (IPC)
Barbra Bohannan, Head of Operations and Strategic Communications, International Federation of Psoriasis Associations (IFPA)
Dr. Mahira Hamdy El Sayed
Professor of Dermatology and Venereology, Ain Shams University

11.30 – 12.00  
Questions & Answers
Followed by standing lunch